

Leading and Implementing Workplace Change

DSR ASSIGNMENT 1

GROUP PRESENTATION

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Organization Chosen

(Morrisons Supermarket UK)

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- Traders of eggs and butter in Rawson Market in Bradford, England's Morrison Limited.
 - Bradford's first store, dubbed "Victoria" opened for business in 1961.
 - In addition to selling vegetables, fresh meat, and other preparatory products, the 5000-square-foot retail market provides free parking.
 - Morrisons initially opened a store in the South of England in October 1998, just outside Bradford, Cheshire's Gad Brook Park.
 - The first shop in Scotland opened in February 2004, and National became a corporation as a result. It was in March 2004 that Morrisons finalized the acquisition of Safeway and became the fourth-biggest retail firm in the United Kingdom.

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- Even Morrisons, whose goal was to become the UK's "food expert for everyone," made significant strides in their marketing effort.
 - In Bradford's Idle retailer, Morrisons signed with bargain retailer Peacocks in 2010 to build the first concession shop.
 - The first suburban Morrisons M store opened in Ilkley, Yorkshire, in 2011.
 - As a result of Morrisons' use of local vendors selling fresh food, they can keep their prices low to their customers and are expected to be just as fast as any other shop, which is a huge benefit.
 - They can keep their costs low and their economies of scale big because of this.

Challenges

- In the first three months of the pandemic, consumer behavior had shifted dramatically, with everyone stockpiling on necessities like food and medicine.
- Additionally, consumers' shopping habits have evolved, shifting from frequent trips to brick-and-mortar establishments to more frequent use of online and home delivery services.
- People's freedom of movement was restricted as a result of the quarantine, and supplies for their daily needs and necessities had to be transported to them.

Challenges

- People rushed to stock up on essentials in the face of possible shop closures, restricted travel, and a lack of supplies, resulting in a surge in grocery retail sales.
- As the epidemic spreads, the retail industry adapts to suit the shifting requirements and desires of its customers by introducing new products and services.

Insights & Impact

- Morrison Supermarkets adopted ways to grow a business that would widen its contribution and be more accessible to customers.
- Morrison experienced like-for-like sales in the first quarter, but the company was highly erratic, with consumers stockpiling goods, and sales dropping later in the pandemic owing to the lockdown.
- Morrisons' online services have grown rapidly. From a trial of just six stores in March, it had grown to around 280 stores by mid-June.

Insights & Impact

- Morrisons also increased the number of locations available for Prime users to 40 by the end of May. It also teamed with Amazon for delivery and with Deliveroo for courier service, allowing clients to order groceries from 130 retailers and have them delivered in 30 minutes.
- Morrison was the first supermarket to give food packs to pandemic-affected consumers, presently offering ten different varieties of home delivery boxes.
- The £45 box with free next day contactless delivery was introduced to support British farmers.
- Morrisons has also changed prices and eliminated goods to keep only the most crucial items for its customers.

Insights & Impact

- This pandemic crisis and all of its customers' requests were met thanks in part to the leadership of Morrisons' David Potts, who was the company's CEO.
- Morrison, a British supermarket chain, hired over 1,000 people to select and pack goods for its Amazon services.
- Customers from more than 50 establishments ordered additional personnel to fulfil their online orders during the COVID 19 pandemic to meet the increased needs of customers.

Insights & Impact

- Morrisons.com, home delivery of food boxes, and partnerships with Amazon and Deliveroo are just a few of the ways the CEO has tried to boost the company's delivery service, all of which have resulted in significant growth.
- Since the lockdown began, 45000 new and temporary staff have been hired by the corporation.
- About 3000 administrative positions were eliminated and 7000 customer-focused positions were created to improve the in-store shopping experience for customers.

Thank You!